**COMPANY NAME (Service Company)**

“Let Me Know” (LMK ltd or LMK cooperation’s)

* ORIGINALITY - It started as Notify (but we saw that there is a company already with that name) so

What’s the identity and value of LMK?

* Make people’s lives easy (travelling)

PROBLEMS

* Limited IT resources in Townships/Rural Areas (internet etc) and access (not just the young people but also the old people)
* Handbook (intro) into what to expect in varsity (notebook)

1. **Limited IT resources for Old Age people/young people, townships & Rural Areas**
2. **Fear and Intimidation towards IT**
3. **Social Isolation (many interactions have gone online older people can feel disconnected from families (video calls, social media platforms, messaging apps)**
4. **Lack of Accessible and IT education (**
5. **Limited access to Online Resources and Services (banking, medical appointments, government services – SASSA, SARS, and educational platforms)**

WHAT COULD MAKE US DIFFERENT

* Being a non-profit organization
* We are not only focused on the youth but also the old age. (Important stakeholders of the economy)
* We are an intermediary between the business and the product
* Potential to be a multi-service business (train notification app, expanding)

**Target Market:**

* Old age people
* Youth

**Value:**

* We keep people informed (Handbook (intro) into what to expect in varsity (notebook))
* Empowerment
* Inclusivity
* Community (Townships/ Rural areas)
* Life Long Learning

Vision:

To create a digitally inclusive society where people of all ages, from poor background or inexperienced IT knowledge, feel confident and empowered to use technology to enhance their daily lives, connect with others and unlock new opportunities for personal growth and success.

Mission: To empower older people and young learners by helping them with digital skills/ IT skills they need to navigate and thrive in today’s technological world.

Implementation : Launching and Scaling of the company

* Funding from potential businesses which provide IT Services or Services that require someone to be tech savvy. (SARS, SASSA)
* After teaching in a certain area we move on to the next area (so we develop branches)

**Company Name**: Let Me Know (NPC)

**Explanation**:

**Mission**: To empower older people and young learners by helping them with digital skills/ IT skills they need to navigate and thrive in today’s technological world.

**Vision**: To create a digitally inclusive society where people of all ages, regardless of their background or experience, feel confident and empowered to use technology to enhance their daily lives, connect with others and unlock new opportunities for personal growth and success.

**Business concept**:

Market Analysis: Brief analysis of the target market and competition.

Value Proposition: What makes their company stand out.

Implementation Plan: How they would launch and scale the company.

**1. Morning Session - Proposal Preparation:**  
 - Groups work on creating a formal proposal document that includes:  
 - Company Name & Explanation - Mpumelelo  
 - Company Overview: Mission, vision, and business concept. - Siso  
 - Market Analysis: Brief analysis of the target market and competition. - TJ  
 - Value Proposition: What makes their company stand out. - Yongama  
 - Implementation Plan: How they would launch and scale the company. - Wendi